

BC Land Trusts:

ENGAGING A NEW GENERATION



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COVER PHOTO: Galiano Conservancy Association interns and students of the UVIC Restoration of Natural Systems program replant a wetland restoration site. COURTESY: Galiano Conservancy Association



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Introduction

Land trusts and conservation organizations offer incredible opportunities for youth engagement, playing a pivotal role in nurturing new generations of land stewards. These organizations don't just involve young people; they ignite a spark of passion for environmental protection, sustainability, climate resilience, and community well-being. Imagine a world where young voices are not only heard but lead the charge in conservation! By involving youth in meaningful ways, we ensure they grow into future leaders, experts, and informed citizens who will advocate for our planet.

Biodiversity loss and climate change are challenges that impact everyone, but youth and future generations face the greatest burden.

Preparing youth with the knowledge and tools to make informed decisions and take action is crucial for a sustainable future. Youth bring fresh perspectives and innovative ideas that are essential in developing effective goals and strategies to tackle current and future environmental challenges. The direct connection of youth to the issues at hand makes their input invaluable.

This guide provides land trusts and conservation organizations with a framework to engage youth in conservation. By highlighting successful strategies and showcasing the approaches of organizations leading successful youth engagement efforts, this guide serves as a source of inspiration for developing new initiatives. By learning from these examples, we can create dynamic and inclusive conservation efforts for youth.

Through engaging youth, land trusts can both enhance their effectiveness, and also empower the next generation to champion environmental causes.

These efforts are vital for promoting a more sustainable and equitable future.



Youth in the Land Trust Community

In the face of mounting environmental challenges, engaging and empowering the next generation in conservation efforts is more crucial than ever. Land trusts, with their mission to protect and preserve natural spaces, offer a unique platform for young people to contribute their voices, skills, and passions toward a sustainable future.

Youth are not just passive recipients of the actions we take today; they are the stewards of tomorrow's world. Their engagement in land trust activities ensures that the torch of conservation is passed on to capable and passionate hands. According to the United Nations Convention on the Rights of the Child, young people have the legal right to express their views and participate in decisions that affect them. Recognizing and harnessing this right can lead to innovative solutions and dynamic leadership in the conservation sector.



Education and Awareness

The foundation of youth engagement lies in education. By integrating environmental education into school curricula and hosting interactive workshops, we can ignite a passion for conservation early on. Real-world experiences, such as field

trips to protected areas and participation in local conservation projects, make learning impactful and memorable. Hands-on activities not only educate but also instill a sense of responsibility and connection to the land.

Hands-on Involvement

Providing opportunities for hands-on involvement is crucial for fostering a deeper connection to conservation efforts. Volunteer programs allow youth to participate in tree planting, wildlife monitoring, and habitat restoration projects. These activities offer a sense of accomplishment and a direct link to the natural world. By witnessing the impact of their efforts, young people develop a lifelong commitment to environmental stewardship.

Youth Leadership and Decision-Making

Empowering youth to take on leadership roles within land trust organizations is essential. Establishing youth councils or leadership programs gives young people a voice in decision-making processes, ensuring that their perspectives are considered and valued. Mentorship programs can connect youth with experienced conservationists, providing guidance and inspiration for their future careers. This empowerment not only builds confidence but also fosters a generation of informed and engaged leaders.

Harnessing Technology

In today's digital age, technology plays a pivotal role in engaging youth. Social media platforms can be used to run conservation campaigns and share educational content, reaching young audiences where they are most active. Developing mobile apps that gamify conservation activities can make participation fun and rewarding, encouraging continuous engagement. Advanced technologies like GIS and remote sensing can enhance monitoring and response efforts, making conservation work more efficient and impactful.

Building Partnerships

Successful youth engagement requires collaboration. Partnering with schools, community organizations, and local governments creates a supportive network for youth-focused conservation initiatives. Corporate sponsorships can provide the necessary funding to support these programs, ensuring their longevity and impact. By working together, we can build a strong community of support for young conservationists.

Creative Engagement

Conservation efforts can be made more engaging by incorporating creativity. Art contests, photography projects, and storytelling centered around conservation themes can captivate young minds and inspire a lifelong interest in environmental stewardship. Interactive exhibits in museums and nature centers can make learning about conservation fun and engaging. By tapping into the creativity of youth, we can foster a deeper connection to the natural world.

Engaging youth in the land trust community is not just about providing opportunities for participation; it's about empowering them to lead. By recognizing their rights, valuing their perspectives, and providing education and hands-on experiences, we can build a dynamic and inclusive movement that addresses the pressing environmental challenges of our time. The future of our natural spaces depends on the passion, innovation, and commitment of the next generation. Through engaging youth, land trusts can give youth the tools and opportunities to lead the way!



Benefits of Engaging Youth

By engaging youth, land trusts and conservation groups not only invest in the future of conservation but also contribute to the personal and professional development of young individuals, creating a more informed, motivated, and resilient generation. Youth can benefit from engaging with conservation initiatives in many ways:

Education and Skill Development:

- Gain knowledge about ecology, conservation, and environmental science.
- Develop practical skills in land stewardship, habitat restoration, and sustainable practices.

Leadership and Empowerment:

- Opportunities to take on leadership roles and responsibilities within projects.
- Empowered to advocate for environmental issues and take action on matters affecting their communities.

Community Engagement:

- Build connections with peers, mentors, and diverse community members.
- Foster a sense of belonging and contribute positively to their communities.

Sense of Purpose and Motivation:

- Feeling of contributing to a greater cause and making a difference in the world.
- Motivation to continue being involved in conservation and sustainability efforts.

Career Development

- Exposure to potential career paths in conservation, environmental science, and related fields.
- Gain experience and references that can support future job opportunities and academic pursuits.

Personal Growth and Confidence:

- Increased self-confidence and sense of accomplishment through active participation.
- Enhanced critical thinking, problem-solving, and decision-making skills.

Mental Health and Wellbeing:

- Improved mental health through connections with nature and outdoor activities.
- Reduction in eco-anxiety and stress by taking proactive steps towards environmental stewardship.

Social and Environmental Awareness:

- Greater awareness of social and environmental justice issues.
- Understanding the interconnectedness of human and ecological health.

Inclusivity and Diversity:

- Engagement opportunities tailored to diverse backgrounds, ensuring inclusivity and equity.
- Recognition and integration of Indigenous knowledge and practices.

Collaboration and Teamwork:

- Experience working in collaborative environments, learning to value teamwork and cooperation.
- Exposure to different perspectives and approaches, enhancing interpersonal skills.

Engaging youth brings numerous benefits, not only to the young individuals but also to the broader community and conservation organizations such as land trusts:

Fresh Ideas:

 Youth can bring new and innovative perspectives and solutions.

Community Engagement:

Increased youth involvement expands
 participation from the broader community.
 Youth engagement can develop diverse
 connections between various groups,
 people and environments.

Capacity Building:

 Youth can enhance organizational capacity through increasing more diverse participation.

Support for At-risk Youth:

 Engagement can empower youth from equity-denied communities through involvement in conservation efforts.

Mental Health Benefits:

 Positive impacts on youth mental health and wellbeing can be supported through spending time in nature, participating in meaningful activities, and through developing connections with others.

Development of Youth Programs:

 By including youth voices, organizations ensure relevance and inclusivity in their program development and can involve youth in the creation of youth initiatives.



Getting youth outdoors and involved in land trust activities enhances physical health through exercise, improves mental well-being by reducing stress, and fosters environmental awareness. Engaging youth strengthens community bonds, offers educational opportunities, and can provides a sense of personal fulfillment. These activities directly contribute to the conservation and restoration of natural habitats, making a positive impact on the environment and society.

Ethical Youth Engagement

Effective youth engagement is undertaken in an ethical, respectful way. Tokenistic or superficial activities can make youth feel like they are not respected or involved. The following principles ensure youth engagement is ethical and effective:

Youth engagement is not a program:

Youth engagement should be viewed as a natural way of working towards initiatives rather than as a special program.

Contributions match the initiative:

Young people and adults who are participating in engagement initiatives should be recruited for their knowledge, skills, interests and commitment to the initiative's mission.

One person cannot represent many:

A young person should not be considered 'the youth voice' at the table - it should be acknowledged that everyone at the table brings different perspectives to the issue.

Debate as a learning tool:

Debate is a key element of personal and organizational growth. The initiative should foster an environment where ideas can be raised freely, challenged and valued.

Tokenism in youth engagement refers to the superficial involvement of young people in decision-making processes, where their participation is more symbolic than substantive, and can result in youth feeling under-informed, powerless, and unaccountable. Tokenism can lead to frustration and cynicism, as youth contributions are not genuinely valued or integrated into meaningful initiatives. Tokenism gives the appearance of inclusivity and involvement without providing real influence or power. This can undermine the potential contributions of youth and

Dignity and safety:

Under no circumstances should young people or adults feel that placing themselves in an emotionally, spiritually, physically or cognitively unsafe space is expected or required by the initiative.

deter their active participation.

Avoiding false expectations:

It is important to be honest about the changing role of youth as a result of their engagement in the initiative, including recognizing that there are limitations that correspond to age, experience, education and training.

Balance and accessibility:

Most people require workplace accommodations in order to support them in making the optimal contribution to their organization, including young people.



Levels of Participation

Roger Hart's Ladder of Participation is a model that describes the different levels of decision-making power that can be given to youth. The model is intended to be used for projects and initiatives. The ladder has eight rungs, with the lower rungs representing non-participation and the top five rungs representing different forms of participation. The model's main strengths are:

- Views participation as a negotiation process, rather than a product
- Recognizes that different circumstances may call for different levels of participation

The model doesn't imply that higher levels of participation are always best for all situations. Different contexts may require different levels of participation, and sometimes lower levels are necessary to prepare both youth and adults for higher involvement. The model's strength lies in viewing participation as a negotiation process rather than a fixed goal, with various factors influencing its form and evolution over time.



Non-participation: Youth are not involved

- **1. Manipulation:** Youth are used by adults to pretend that children inspired a cause.
- **2. Decoration:** Youth are used to indirectly support a cause, but adults no longer pretend that youth inspired it.
- **3. Tokenism:** Youth are given a voice, but they have little influence or opportunities to form their own opinions.

Participation: Youth are included

- **4. Assigned but Informed:** Youth are given specific roles and understand the project's intentions, but they are not involved in decision-making.
- **5. Consulted and Informed:** Youth provide advice and are informed about how their input will be used, but they do not have decision-making power.
- **6.** Adult-Initiated, Shared Decision-Making with Youth: Adults initiate actions but share decision-making with youth. Youth are involved in planning and implementation.
- **7. Youth-Initiated, Shared Decision-Making with Adults:** Youth initiate projects and share decision-making with adults. Adults provide support but do not direct the project.
- **8. Youth-Initiated, Youth-Directed:** Youth initiate and direct the project themselves, with adults playing a supportive role.



Ways to Engage Youth

Be reflective of the level of participation you are creating through your approaches to engaging youth. Consider the various levels of participation alongside your approaches, and which level of participation is most appropriate for the type of engagement proposed. Remember that the first three levels are non-participation. Youth engagement can be incorporated into plan development in many ways:

Governance and policymaking:

Youth can take part in key organizational decision making by serving on the steering committee or working groups. Youth can also participate in policy making, allowing their input to shape the policy agenda advanced in the plan.

Advice and guidance:

Youth can offer their insights into different issues concerning the plan through youth advisory councils or youth forums. Youth can provide regular input to the planning team, can work on specific projects or can identify community needs and suggest service improvements.

Organizing and planning:

Youth can help design and plan projects in lots of ways including determining service needs, developing action plans, conducting community outreach and evaluating outcomes.

Activism and outreach:

Young people can work with the planning team to organize community members around issues. Youth often know how best to recruit other youth to get and stay involved.

Communication and media:

Youth can help communicate key messages around the plan to the public by contributing to press releases, facilitating public forums, creating newsletters or using alternative media to tell a story.

Fundraising and philanthropy:

Young people can become involved in raising and giving money through fundraising efforts. They can also become involved as volunteers during the plan development process, contributing particular skill sets to the effort.

Research and evaluation:

Young people can contribute to research and quality improvement efforts by contributing their feedback. They can also be involved as evaluators and researchers by interviewing other youth or community members, working with staff to analyze data or presenting it to stakeholders.



Developing Youth Engagement Strategies

When thinking about developing youth engagement approaches, consider how your organization can facilitate:

Opportunities for Skills Development and Capacity Building

- Offer workshops and training sessions to help youth develop relevant skills, such as public speaking, project management, and technical abilities related to conservation.
- Pair young people with experienced mentors who can guide them and provide hands-on learning experiences.
- Provide access to tools, materials, and information that can help youth enhance their skills and knowledge.

Opportunities for Leadership

- Establish youth councils or advisory boards where young people can take on leadership roles and contribute to decision-making processes.
- Allow youth to lead their own projects, giving them responsibility and autonomy while providing guidance and support as needed.

Reflection on Identity

- Encourage youth to reflect on their values, interests, and goals, and how these align with their involvement in conservation.
- Create opportunities for youth to explore and express their cultural identities, especially in diverse groups, to foster inclusivity and understanding.

Development of Social Awareness

- Involve youth in community projects that address social and environmental issues, helping them understand the broader impact of their actions.
- Provide information on social justice, environmental justice, and the interconnectedness of global issues to deepen their understanding of the world.

Mutual Ownership

- Design projects where both youth and adults work together, ensuring that all voices are heard and valued.
- Implement decision-making processes that include input from both youth and adults, fostering a sense of joint responsibility and ownership.

Design youth engagement strategies with youth.

Positive Youth-Adult Partnerships

- Build relationships based on mutual respect and trust, where both youth and adults feel valued and supported.
- Foster open and honest communication between youth and adults to ensure that both parties feel heard and understood.

Organizational Support

- Provide the necessary infrastructure, such as meeting spaces, materials, and administrative support, to facilitate youth engagement.
- Secure funding for youth-focused programs and initiatives to ensure they have the resources needed to succeed.
- Develop organizational policies that prioritize and support youth engagement at all levels.

Achievable Goals Are Celebrated

- Celebrate small and large achievements by recognizing milestones and accomplishments along the way.
- Use positive reinforcement to encourage continued effort and participation.
- Publicly acknowledge the contributions of young people, whether through awards, ceremonies, or media coverage, to boost their confidence and motivation.



Common strategies communities have used to involve youth include:

- Ensuring youth are part of the planning, steering committees, or by creating board member positions for youth.
- Developing youth engagement opportunities by connecting with education providers and students interested in making a difference in conservation and learning applied skills.
- Encouraging a youth-led approach creating space for youth to generate ideas and take leadership roles
- Working with existing youth groups to gather information, seek input on solutions and confirm plan direction
- Creating space for dialogue on personal experiences and solutions with youth though focus groups/working groups
- Ensuring youth are invited, welcomed and supported to participate in public forums, conferences, roundtables, etc.
- Providing access to multiple means of communicating input – including social media (Twitter, Facebook, etc.)
- Ensuring an accessible, safe space for consultation
- Providing incentives and recognition for participation
- Ensuring representation from key populations of youth (Indigenous, LGBTQ2S, immigrant youth, etc.)

Diverse Youth Backgrounds:

Youth come from various backgrounds and cultures, each facing unique challenges and barriers to participation in youth engagement opportunities. Organizations need to be creative in involving young people who are not always present at the table. It is essential to encourage youth to share their backgrounds and acknowledge how their perspectives enrich the discussion.

Key Youth Communities:

- Indigenous youth
- · Deaf and hard of hearing
- Newcomer youth
- LGBTQ2S youth
- Youth in care
- Youth struggling with mental health or addictions
- Youth with special needs or disabilities
- Young parents
- Homeless youth



Examples of Successful Youth Engagement

The **Environment Youth Alliance** (EYA), founded in 1989 in Vancouver, offers free land-based education and paid employment to help youth develop environmental stewardship skills, focusing on native plant horticulture, ecological restoration, and plant medicine. Programs incorporate Indigenous teachings and are led by diverse youth (Indigenous, Black, and People of Colour). EYA ensures representation and inclusion with 90% of its board and staff from diverse groups and 60% of the board being youth. EYA youth grow thousands of native plants annually in their Downtown Eastside nursery, supporting wildlife habitat and plant medicine projects across the Lower Mainland. EYA also hires Indigenous educators. supports youth-led land acknowledgments, decolonizes urban landscapes, and values time and knowledge equally to financial gifts.

The Stewards in Training (SIT) program by Salt Spring Conservancy provides free, hands-on learning for students in grades K-7. Annually, students spend a day exploring local ecosystems, fostering a sense of responsibility and curiosity. Activities include examining forest and beach ecosystems, wetland studies, and cultural history. The program encourages small group activities to nurture connections to the environment.

The Take a Stand for Conservation initiative aims to share and treasure British Columbia's natural beauty, including urban-nature areas and coastal wilderness, which are home to rich First Nations cultures, diverse oceans, and temperate rainforests. The initiative seeks to inspire and empower youth to protect and conserve the environment through art, film, and youth-driven actions. Youth are seen as powerful advocates for protecting plants, animals, and natural communities. Key aspects of the initiative include community engagement, high school student participation in conservation, promoting healthy lifestyles by encouraging time in nature, interactive environmental science presentations, and youth contests and film screenings, such as the award-winning film STAND.

The Fraser Valley Conservancy offers several programs to engage youth in conservation and environmental stewardship such as the Nature Stewards Program. This program supports youth in protecting and enhancing wildlife habitat on their properties. Participants learn about local wildlife, species at risk, and habitat improvement techniques. The Step to It Initiative is a community engagement initiative including programs like Habitat Healers, where volunteers can earn rewards for their conservation efforts. It provides opportunities for youth to get involved in hands-on activities and learn about environmental issues.



The Galiano Conservancy Association (GCA) engages youth through a variety of educational and hands-on programs designed to connect them with nature and promote environmental stewardship. Located in the Southern Gulf Islands of BC, GCA offers youth opportunities such as hiking, camping, and outdoor survival skills, and learning about local ecosystems. Youth are invited to participate in forest restoration and learn about climate change, permaculture gardening, habitat protection, intertidal marine life, ethical wild harvesting and making herbal remedies. GCA's initiatives foster youth engagement through immersive, educational activities that emphasize the importance of environmental conservation and stewardship.

The Cortes Children's Forest Trust engages youth through a variety of initiatives, often through art projects such as the **Forest** Alphabet Art Initiative, where youth artworks were displayed in an art show and later compiled into a book, "Forest Alphabet". The creation of a banner was completed by youth in the **Banner Project**, and serves as a focal point for Trust events. Through the Forest Ent Project children created 29 Ent faces out of clay, displayed on Douglas fir bark which were sold to support fundraising. The Cortes Island **Teen Scene** hosted a family movie night featuring The Lorax to celebrate the Children's Forest. The Forest Trust Logo Contest engaged youth to create images to be selected as a logo for the Forest Trust. These initiatives aim engage youth responsibility and connection to nature while promoting the protection of ecosystems on Cortes Island.

Greenways Land Trust, based in Campbell River, BC, collaborates with local groups and governments to enhance the community through stream and land stewardship. Their mission is to restore, sustain, and protect natural areas and habitats for community benefit. The Greenways Streamkeepers Junior Program engages youth in hands-on conservation activities like invasive species removal, native plant replanting, and interpretive nature walks, fostering community and environmental responsibility.

The Mayne Island Conservancy offers diverse youth education programs that connect young learners to nature. Programs include monthly guided nature outings for children, curriculumlinked lessons for grades K-7 to enhance classroom learning with hands-on environmental activities, fostering environmental stewardship and curiosity among youth on Mayne Island.

The Raincoast Conservation Foundation engages youth through the Raincoast Education Program. Youth learn about BC's coastal environment through hands-on, interactive learning. The program incorporates Indigenous Knowledge and Western science in classrooms, field trips, and boat-based experiences. The research vessel Achiever, a 68' research sailing vessel, serves as a floating classroom, allowing students to explore ecological and culturally significant sites, providing opportunities to learn about wildlife, conservation, and the local environment.

The Swan Lake Christmas Hill Nature Sanctuary offers a variety of programs designed to engage youth in conservation and environmental education. The Junior Stewards Camps provides hands-on learning experiences where youth can explore different ecosystems, restoration activities, and participate in naturebased games and crafts. Educational programs tailored for homeschooling families offer science-based learning experiences in a natural setting. A bi-weekly drop-in provides participants opportunities to monitor pollinator biodiversity in a rewilded meadow using field guides and iNaturalist. A bi-weekly program that trains youth to monitor lake water quality and understand the health of wetland ecosystems.

The CPAWS-BC Young Leaders in **Conservation Program** (YLICP) empowers youth aged 18-30 in BC to advocate for conservation issues. The program offers knowledge, skills, and opportunities to transform relationships with the earth and each other. It includes six virtual workshops, inperson election townhalls, and a multi-day summit with a Lobby Day at the Legislative Assembly of British Columbia. Participants learn advocacy and lobbying, Indigenous-led conservation, strategic campaign planning, and more, with coaching and support throughout. The program promotes networking, meaningful connections, and skill development in conservation. CPAWS-BC encourages applications from Indigenous, Black, racialized, and other marginalized communities to ensure diverse representation in conservation efforts.

Ducks Unlimited Canada (DUC) empowers youth to become conservation leaders through initiatives like the Youth Conservation

Network and the Youth Advisory Council. The Council, consisting of 10 diverse members aged 18-23, allows youth to shape conservation initiatives. DUC also offers university students the chance to join Campus Clubs for hands-on conservation efforts. Through these programs, DUC provides youth with the resources and support they need to make a positive impact in the environmental sector.

The Nanaimo & Area Land Trust (NALT) educates students through the School Water Stewards program, offering education about local freshwater resources and ecosystems through curriculum-linked lessons and handson stewardship projects, including invasive plant removal and amphibian monitoring. The program collaborates with teachers and school districts to foster outdoor learning and environmental stewardship.

The Swan Lake Christmas Hill Nature
Sanctuary offers on-site educational programs designed to engage youth in hands-on, nature-based activities. These programs, tailored for various ages and grade levels, support critical thinking, effective communication, and personal responsibility. Participants engage in activities like wetland monitoring and exploring Garry Oak ecosystems.



Supports and Funding for Youth Engagement

The Youth Take Charge Program by Canadian Heritage funds projects aimed at strengthening youth engagement with Canada, targeting youth aged 7 to 30. Focus areas include arts and culture, civic engagement, economic activities, and history and heritage. Eligible applicants are Canadian not-for-profits, charitable groups, and Indigenous organizations with significant experience serving youth.

The Jane Goodall Institute of Canada's (JGIC) Indigenous Micro-grants Program supports Indigenous youth and their intergenerational allies to address environmental crises in their communities. The program offers grants up to \$5,000 for projects on themes like reconciliation and decolonization in conservation, strengthening youth resilience, and promoting well-being. Funded by the Government of Canada, it empowers Indigenous youth to take an active role in conservation and climate action.

Canada Summer Works is a program that provides wage subsidies to employers to create quality summer work experiences for young people. This initiative aims to help youth gain skills and work experience while supporting organizations that contribute to their communities. It focuses on funding projects that offer meaningful employment opportunities and help youth develop career-related skills.

The Ocean Bridge program is for Canadian undergrad students aged 25 and under. It empowers them to become Ocean Wise citizens through 1:1 coaching, immersive learning journeys, online workshops, and

discussions. Participants work on ocean and freshwater action projects locally or nationally, including placements in Pacific Coast and Greater Toronto regions. They develop leadership skills, conservation ethics, and a culture of service, positioning them as changemakers in their communities.

The Friends of the Earth Society (FES) is a youth-led organization dedicated to creating a more inclusive, fair, prosperous, and sustainable future. All FES staff are 30 and under, and 50% of their board members are youth. They support the youth-led climate movement by providing training, resources, and support to amplify and sustain youth-led projects. Recognized by the United Nations, FES empowers youth to address climate change through political action, societal shifts, and cultural transformation. Their mission is to empower youth amplify youth projects for a climate-resilient future.

Youth Harbour supports youth-led organizations, projects, and groups across Canada in their climate action efforts, providing grants for events, training, conferences, and workshops. It funds long-term projects to reduce climate crisis impacts and offers responsive event funds for young climate activists. A fellowship program offers opportunities and funding to Indigenous, Black, racialized youth, and newcomers.

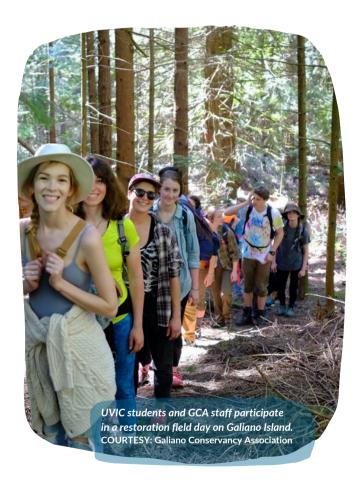
Wildlife Habitat Canada's Community
Conservation Action Program (CCAP) provides
grants to smaller organizations for local and
regional conservation projects. With up to
\$50K in annual funding, CCAP offers grants
between \$500 and \$10,000 for projects that
connect Canadians with nature, engage youth
in conservation, and provide educational
programming. Initiatives include student
programming, youth conservation plans, litter
clean-ups to engage young people.

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